

Temecula Valley Winegrowers Report



photo courtesy of Temecula Valley Convention & Visitors Bureau

September 2017

Prepared for the

Temecula Valley Convention & Visitors
Bureau
Temecula, California

**TEMECULA VALLEY
WINEGROWERS REPORT**

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I. INTRODUCTION

This document summarizes the findings based on a questionnaire sent to the members of the Temecula Valley Winegrowers Association during 2017. Main topics include annual wine production and sales, visitation activities, employment characteristics, and annual revenue. These findings are summarized graphically.

Objectives

Wineries and vineyards serve as an important component of the economy and visitor industry in Temecula Valley. The primary purpose of this report is to provide current and reliable information that will help guide and support the comprehensive marketing and tourism planning efforts of the Temecula Valley Convention & Visitors Bureau and Temecula Valley Winegrowers Association including:

- Grant Proposals
- Solicitation of Sponsorship funds
- Impart the value and importance of the region to the media
- Stress the economic impact of wine country to local and statewide governments
- Strategic partnership opportunities
- Potentially assist in an increased 'perceived' value of our individual properties

Survey Findings and Limitations

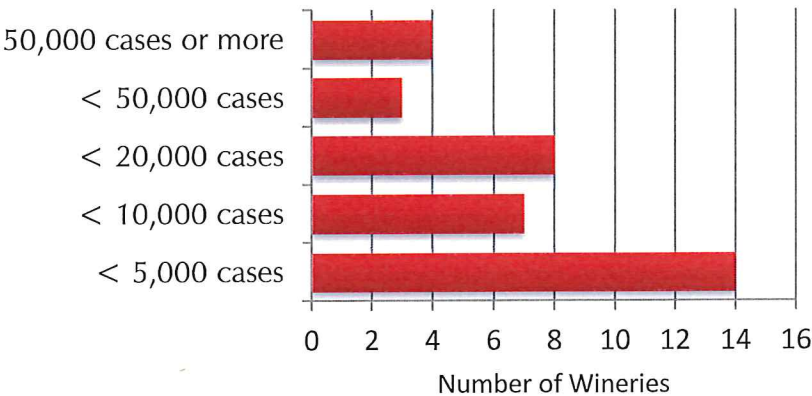
The survey findings presented in this report are intended to describe the Temecula Valley wineries and vineyards as closely as possible. Thus, when reviewing and interpreting the findings it should be kept in mind that not all of the 36 wineries reported information for every question, though the findings for 2016 are more complete than in previous years.

TEMECULA VALLEY WINERY PROFILE

Production

The reported findings show the number of Temecula Valley wineries and the reported case production for 2016. Fourteen wineries reported case production of less than 5,000 cases. Four wineries reported case production of more than 50,000 cases.

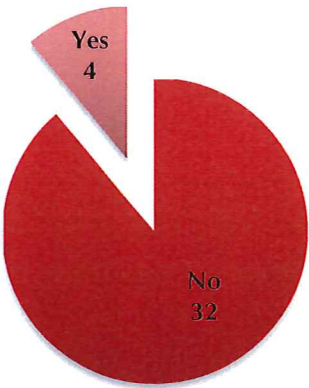
Figure I
Annual Case Production



Distribution

The majority of Temecula Valley wineries sell wine directly; only 4 wineries reported that they sell wine through distributors.

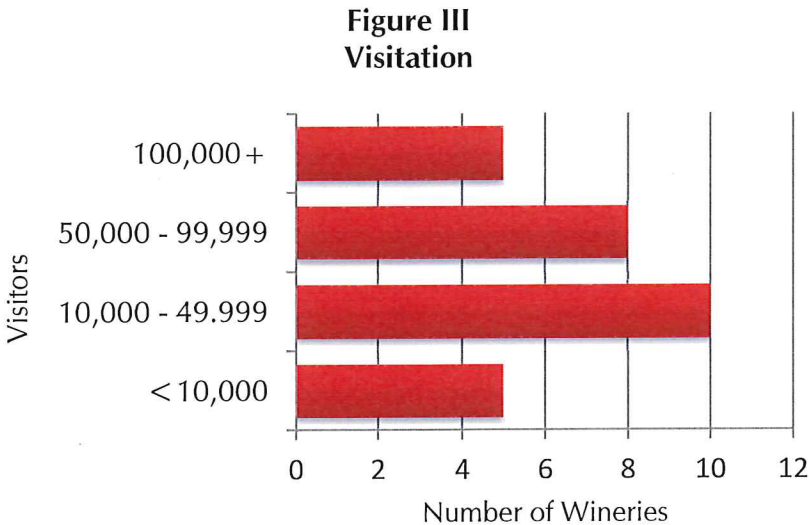
Figure II
Wine Sales made through Distributors



Wineries selling through distributors preferred in-state distribution first. They also reported shipping wine to New York, Texas, Colorado, Virginia, and Illinois.

Visitation and Visitor Activities

Temecula Valley wineries welcomed visitors to their winery for wine tastings, weddings or other events.

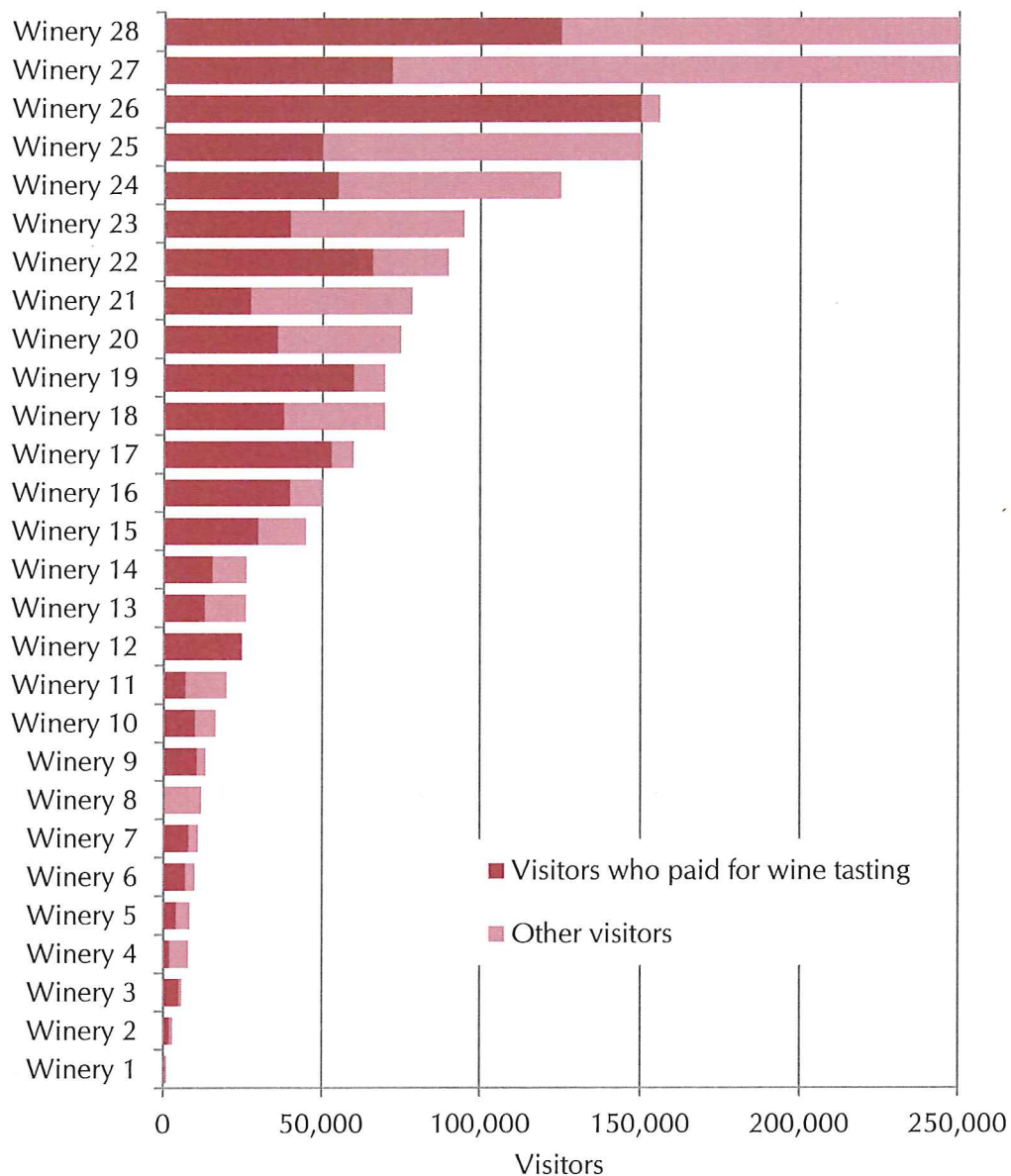


Many visitors to Temecula Valley wineries and vineyards enjoyed paid tastings and restaurant dining, with a small number who stayed overnight at five wineries that offer lodging.



*Most of the wineries that reported visitation had some level of paid wine tastings.
Five of the wineries reported 100,000 or more visitors during 2016.*

Figure V
Visitors Who Paid for Wine Tasting by Winery



Employment Characteristics

The majority (89%) of the 4,800 workers who comprise the Temecula Valley wineries and vineyards labor force are employed seasonally, or part-time. Nearly three-quarters (73%) work in production, while about 12 percent are employed in tasting rooms.

Figure VI
Full and Part-Time Employment

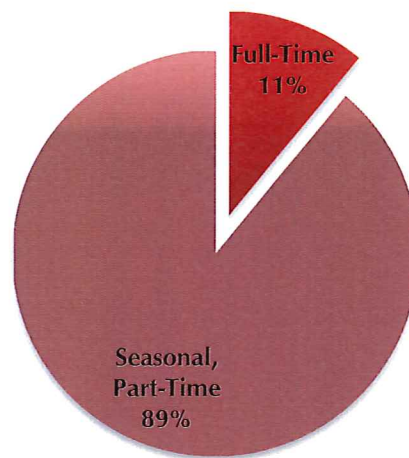
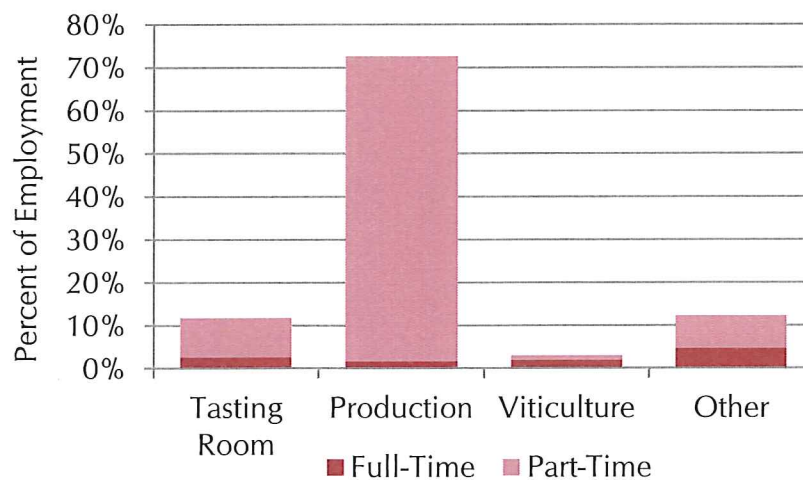
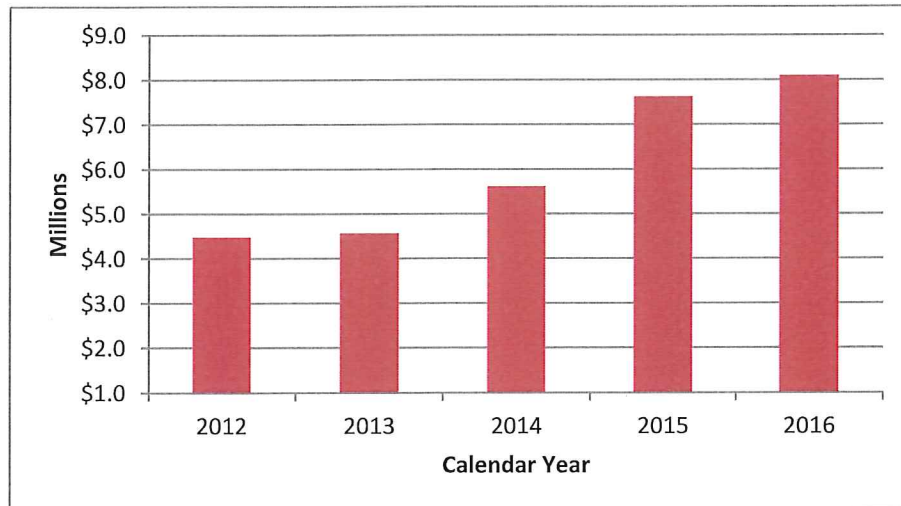


Figure VII
Type of Employment



Annual Wage and Salary

Annual wages and salary for Temecula Valley wineries totaled approximately \$8.1 million in 2016, growing by 6.1 percent from the previous year.



Source: State of California Employment Development Department

Annual Revenue

Temecula Valley wineries and vineyards show a range of annual revenue, with approximately \$65.3 million total annual revenue for 2016.

Figure VIII
Annual Revenue

